



**KCTV5**  
**FEIN: 42-0410230**  
**4500 Shawnee Mission Pkwy**  
**Fairway, KS 66205**  
**(913)677-5555**

www.KCTV5.com  
 www.kctv5.com

# CONTRACT

<u>Contract / Revision</u> 498630 /		<u>Alt Order #</u> 06372940
<u>Product</u> MISS 4 HEALTH AND ED		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 2428
<u>Advertiser</u> MO 4 Health and Education		<u>Original Date / Revision</u> 10/15/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 370	<u>Product Code</u> 375
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Buying Time, LLC**  
**650 Massachusetts Ave NW**  
**Suite 210**  
**Washington, DC 20001**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/26/12	10/26/12	KCTV5 News @ 10P	10-1035pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,200.00			
N 2	KCTV	10/26/12	10/26/12	Price is Right	10-11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/22/12-10/28/12	Price is Right	10-11am	-----F----	:30		<del>\$400.00</del>	NM		
				Credited								
N 3	KCTV	10/26/12	10/26/12	Ellen	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$500.00			
N 4	KCTV	10/26/12	10/26/12	KCTV5 News @ 5P	5-530pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$700.00			
N 5	KCTV	10/26/12	10/26/12	More in the Morning	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$250.00			
N 6	KCTV	10/26/12	10/26/12	More in the Morning 6A	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$350.00			
N 7	KCTV	10/26/12	10/26/12	7:00 AM-9:00 AM	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$250.00			
N 8	KCTV	10/29/12	10/29/12	Price is Right	10-11am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Price is Right	10-11am	M-----	:30		<del>\$400.00</del>	NM		
				Credited								
N 9	KCTV	10/29/12	10/29/12	KCTV5 News @ Noon	12-1230pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
498630 /	06372940

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	MISS 4 HEALTH AND E	2428

Advertiser	Original Date / Revision
MO 4 Health and Educati	10/15/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 10	KCTV	10/29/12	10/29/12	3:00 PM-4:00 PM	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$500.00			
N 11	KCTV	10/29/12	10/29/12	More in the Morning	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$250.00			
N 12	KCTV	10/29/12	10/29/12	7:00 AM-9:00 AM	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$250.00			
N 13	KCTV	10/29/12	10/29/12	Mon 8-9pm	8-9pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$4,000.00			
N 14	KCTV	10/29/12	10/29/12	M-F 9-10am	9-10am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	1-----				1	\$150.00			
N 15	KCTV	10/28/12	10/28/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----1				1	\$1,200.00			
N 16	KCTV	10/28/12	10/28/12	Sun 6-7pm	6-7pm		:30			NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----1				1	\$8,000.00			
N 17	KCTV	10/28/12	10/28/12	Sun 8-9pm	Sun 8-9pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	-----1				1	\$4,000.00			
N 18	KCTV	10/25/12	10/25/12	KCTV5 News @ 10P	10-1035pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$1,200.00			
N 19	KCTV	10/25/12	10/25/12	Price is Right	10-11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$400.00			
D 20	KCTV	10/25/12	10/25/12	KCTV5 News @ Noon	12-1230pm		:30			NM	0	\$0.00
N 21	KCTV	10/25/12	10/25/12	Ellen	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$500.00			
N 22	KCTV	10/25/12	10/25/12	More in the Morning	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$250.00			
N 23	KCTV	10/25/12	10/25/12	KCTV5 News @ 6P	6-630pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$700.00			
N 24	KCTV	10/25/12	10/25/12	CBS Early Show	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$250.00			
N 25	KCTV	10/25/12	10/25/12	Thu 8-9pm	8-9pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$5,000.00			
N 26	KCTV	10/25/12	10/25/12	M-F 9-10am	9-10am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/22/12	10/28/12	---1---				1	\$150.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
MO 4 Health and Educati	10/15/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 27	KCTV	10/23/12	10/23/12	Letterman	1035-1137pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$550.00			
N 28	KCTV	10/23/12	10/23/12	KCTV5 News @ Noon	12-1230pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$500.00			
N 29	KCTV	10/23/12	10/23/12	3:00 PM-4:00 PM	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$500.00			
N 30	KCTV	10/23/12	10/23/12	KCTV5 News @ 5P	5-530pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$700.00			
N 31	KCTV	10/23/12	10/23/12	More in the Morning	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$250.00			
N 32	KCTV	10/23/12	10/23/12	Tue 7-8pm	7-8pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$2,500.00			
N 33	KCTV	10/23/12	10/23/12	7:00 AM-9:00 AM	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$250.00			
N 34	KCTV	10/23/12	10/23/12	Tue 8-9pm	8-9pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$4,000.00			
N 35	KCTV	10/23/12	10/23/12	M-F 9-10am	9-10am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$150.00			
N 36	KCTV	10/24/12	10/24/12	Price is Right	10-11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$400.00			
N 37	KCTV	10/24/12	10/24/12	KCTV5 News @ Noon	12-1230pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$500.00			
N 38	KCTV	10/24/12	10/24/12	3:00 PM-4:00 PM	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$500.00			
N 39	KCTV	10/24/12	10/24/12	KCTV5 News @ 4P	4-5pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$600.00			
D 40	KCTV	10/24/12	10/24/12	More in the Morning	5a-6a		:30			NM	0	\$0.00
N 41	KCTV	10/24/12	10/24/12	KCTV5 News @ 6P	6-630pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$700.00			
N 42	KCTV	10/24/12	10/24/12	More in the Morning 6A	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$350.00			
N 43	KCTV	10/24/12	10/24/12	CBS Early Show	7-9am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$250.00			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
MO 4 Health and Educati	10/15/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount		
											1	\$4,500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 44	KCTV	10/24/12	10/24/12	Wed 8-9pm	8-9pm		:30			NM				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/22/12		10/28/12	--1----				1	\$4,500.00						
											1	\$150.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 45	KCTV	10/24/12	10/24/12	M-F 9-10am	9-10am		:30			NM				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/22/12		10/28/12	--1----				1	\$150.00						
											1	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 46	KCTV	10/26/12	10/26/12	KCTV5 News @ Noon	12-1230pm		:30			NM				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/22/12		10/28/12	----1--				1	\$800.00						
											Totals		42	\$48,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	36	\$43,050.00	\$36,592.50
10/29/12 - 10/29/12	6	\$5,650.00	\$4,802.50
<b>Totals</b>	<b>42</b>	<b>\$48,700.00</b>	<b>\$41,395.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 8/20/12
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I, Buying Time LLC  
do hereby request station time concerning the following issue:

Missourians for Health and Education
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

<b>Total Charges:</b> \$ <span style="font-size: 24px; margin-left: 20px;">NET</span>
---

This broadcast time will be used by: Missourians for Health and Education

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A
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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Missourians for Health and Education Andrew Wilson-Treasurer	P.O. Box 412887 Kansas City, M.O. 64141
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and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/20/12

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title